



DIGITAL

A Harte Hanks Company

B2B and B2C Energy Solution

Non-Search Channel Expansion to
Scale within Performance Goals

CLIENT

A non-traditional energy company offering both residential and commercial solutions.

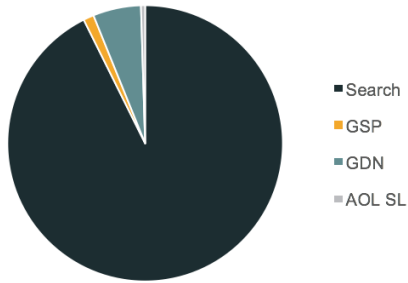
CHALLENGE

Rising CPCs in non-brand search led us to test other, non-search channels to keep CPAs that fit within the client's goals.

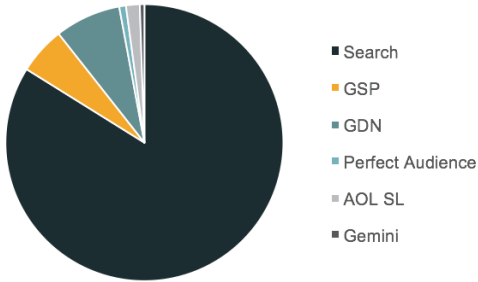
METHODOLOGY

Beginning in Q2 2015, we expanded our budgets in the GSP, the Google Display Network, and AOL SL; we also began testing performance in other channels, including Perfect Audience, Yahoo Gemini, and Facebook.

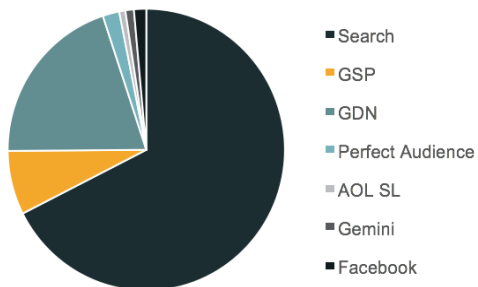
Non Brand Leads – Q1



Non Brand Leads – Q2



Non Brand Leads – Q3



RESULTS

From Q1 to Q3 2015, alternate-channel conversions grew by 270%, to 33% of all non-brand conversions. Alternate-channel CPA was 27% lower than that of non-brand search.

LEARNINGS

Continuing to explore and test new channel opportunities is critical to maintaining/increasing acquisition scale within the company's performance goals.



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